



**CATCHING CUSTOMER'S ATTENTION ON BIMB:  
A STUDY ON MARKETING ASPECTS**

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## ABSTRACT

Currently, most people know about the current account, time deposit account but not aware about the modaraba, musharafa, etc. Some people only have accounts in BIMB just for depositing and withdrawing purposes (wadhah & qardh al -hassan), but they don't know about other products provided. This may be due to marketing problems such as promotions, products, distribution channels and human resources. Effective marketing needs to be considered for effective responses.

The objective of this study is to investigate the level of knowledge and understanding on BIMB's products and services and the effective marketing strategy that needs to be taken by BIMB to spread its products and services in Kuala Lumpur.

There are 5 potential variables that can be used to meet the objective which are knowledge and understanding, advertising, customer's attitude, reputation, and product and service quality as the independent variables and marketing on BIMB's products and services as the dependent variable.

The data will be collected through questionnaire survey. The questionnaire will be distributed to the BIMB customers of Kuala Lumpur using simple random sampling. The data collected from the questionnaire will be run through IBM SPSS Statistics 22.

The econometric methods uses in this research are Pearson Correlation Coefficient and Multiple Linear Regression. Pearson Correlation Coefficient is used to identify the relationship of dependent variable and independent variables whether it show positive or negative result.

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## CHAPTER 1: INTRODUCTION

### 1.0 Introduction

The development of Islamic banks has called for special attention to be given to Islamic banks. The banks are currently developing and this makes the competition to be harder and fiercer. One of the quickest growing sectors of capital market and international banking is Islamic banking (Raza & Azeem, 2014). The level of competition is becoming stiff (Thambiah, Eze, Tan, Nathan, & Lai, 2010) due to the developing banks and each bank would need to come up with an idea or goals to survive in the market. One of the way to survive in the market is obviously to deal with customers where the banks would fulfill their needs and wants accordingly stiff (Thambiah, Eze, Tan, Nathan, & Lai, 2010). In order to make customers know what the banks would provide and offer, marketing should be the right decision since it is cost effective and could save time too. With marketing, many people would know better and understand better in a way which would attract their interest to give attention to the products and services provided by the banks. By deciding to marketing, this would help risen up the awareness of the customers towards the bank offerings. Different level of awareness discovered between rural and urban banking customers regarding to Islamic products and services, some have low-level and some may have medium or high-level of awareness (Abduh & Omarov, 2013)

This study is to study how marketing would help or would not raising the awareness among customers. This research will have five (5) parts and the first part is the introduction which explain what is this research for. The second part is the literature review. The third part is the research methodology of how this study will be done and how the data will be obtained and calculated. The fourth part is the findings and data analysis of where the data will be analyzed and the last part is the conclusion.